

## ABSTRAK

Penelitian ini bertujuan untuk menguji analisis pengaruh citra merek dan iklan terhadap minat beli pada toko H&M di Jakarta. Penelitian ini menggunakan data primer yang berasal dari 100 responden yang ditentukan dengan metode *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner dengan menggunakan teknik *non probability sampling*. Hasil penelitian dengan analisis regresi linear berganda menunjukkan bahwa variabel citra merek dan iklan memiliki pengaruh positif dan signifikan terhadap minat beli produk H&M. Berdasarkan hasil analisis pengaruh citra merek terhadap minat beli dapat disimpulkan bahwa citra merek berpengaruh secara signifikan dan positif terhadap minat beli. Dalam hasil analisa variabel iklan terhadap minat beli juga dapat disimpulkan bahwa iklan berpengaruh secara signifikan dan positif terhadap minat beli. Hasil uji variabel citra merek dan iklan secara simultan didapatkan hasil pengaruh secara bersama-sama (simultan) terhadap minat beli.

Kata kunci: citra merek, iklan, minat beli, H&M.

## **ABSTRACT**

*This study aims to examine the effect of brand image and advertising influence toward purchase intention focusing on H&M stores in Jakarta. This study uses primary data from 100 respondents in which were determined by purposive sampling method. Data were collected through questionnaires, using the non-probability sampling technique. The results of this research, by multiple linear regression analysis, showed that the variables of brand image and advertising has both positive and significant influence on purchase intention of the products by H&M. Based on the results, the effect of brand image on purchase intention can be concluded that it both significantly and positively influence the purchase intention. In analyzing the results of the advertising variable on purchase intention can also be concluded that the advertising variable had both significant and positive influence toward purchase intention. The test results of both brand image and advertising variables were simultaneously affected by the results that were obtained jointly (simultaneously) on purchase intention.*

*Keywords : brand image, advertising, purchase intention, H&M.*